ORDER

KLAS

Orders

Order / Rev:	37745		
Alt Order #:	08889127		
Product Desc:	ISSUE		
Estimate:	1290		
Flight Dates:	10/29/12 - 11/05/12	Primary AE:	Mike Jones
Original Date / Rev:	10/25/12 / 10/25/12	Sales Office:	K-WAS
Order Type:	GENERAL	Sales Region:	National

Agency

Name:	**Cross Roads Media**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	66 Canal Center Plaza	Billing Cycle:	EOM/EOC
	Alexandria, VA 22314	Agency Commission:	15%

Advertiser

Name:	**Crossroads GPS**		
Demographic:	A35+	New Business Thru:	08/14/11
Product Codes:	PO4	Order Separation:	00:10:00
Priority:	LV1	Advertiser External ID:	
Revenue Codes:	AGY, POL, ISS	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	56	$171,150.00	$145,477.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	$171,150.00	$145,477.50	0.00
Totals	56	$171,150.00	$145,477.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	$171,150.00
Market	100%	$570,500.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KTNV	25%	$142,625.00
KTUD	0%	$0.00
KVBC	0%	$0.00
KVVU	5%	$28,525.00
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	10/29/12	11/02/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	4	$3,000.00	LV1	0.00 NM	4	$12,000.00
NEWS														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/29/12	11/04/12	MTWTF--	4	$3,000.00	0.00								
E 2	8	11/05/12	11/05/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M------	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00

Order / Rev: 37745 Advertiser: Crossroads GPS

Alt Order #: 08889127 Product Desc: ISSUE KLAS

Flight Dates: 10/29/12 - 11/05/12 Estimate: 1290

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
		NEWS												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 11/05/12	11/11/12	M------	1	$3,000.00	0.00							
E 3	8	10/29/12	11/02/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	3	$3,000.00	LV1	0.00 NM	3	$9,000.00
		NEWS												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/29/12	11/04/12	MTWTF--	3	$3,000.00	0.00							
E 4	8	11/05/12	11/05/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	M------	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
		NEWS												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 11/05/12	11/11/12	M------	1	$3,000.00	0.00							
E 5	8	10/29/12	11/02/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	MTWTF--	:30	3	$3,000.00	LV1	0.00 NM	3	$9,000.00
		EARLY SHOW												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/29/12	11/04/12	MTWTF--	3	$3,000.00	0.00							
E 6	8	11/05/12	11/05/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M------	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
		EARLY SHOW												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 11/05/12	11/11/12	M------	1	$3,000.00	0.00							
E 7	8	10/29/12	11/02/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	5	$2,000.00	LV1	0.00 NM	5	$10,000.00
		KELLY												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/29/12	11/04/12	MTWTF--	5	$2,000.00	0.00							
E 8	8	11/05/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	M------	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00
		KELLY												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 11/05/12	11/11/12	M------	1	$2,000.00	0.00							
E 9	8	10/29/12	11/02/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	MTWTF--	:30	5	$2,000.00	LV1	0.00 NM	5	$10,000.00
		NEWS												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/29/12	11/04/12	MTWTF--	5	$2,000.00	0.00							
E 10	8	11/05/12	11/05/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	M------	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00
		NEWS												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 11/05/12	11/11/12	M------	1	$2,000.00	0.00							
E 11	8	10/29/12	11/02/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p	MTWTF--	:30	3	$5,000.00	LV1	0.00 NM	3	$15,000.00
		SOAPS/DEAL												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/29/12	11/04/12	MTWTF--	3	$5,000.00	0.00							
E 12	8	11/05/12	11/05/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p	M------	:30	1	$5,000.00	LV1	0.00 NM	1	$5,000.00
		SOAPS/DEAL												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 11/05/12	11/11/12	M------	1	$5,000.00	0.00							
E 13	8	10/29/12	11/02/12	Ellen Ellen	CM	3-4p	MTWTF--	:30	2	$2,500.00	LV1	0.00 NM	2	$5,000.00
		ELLEN												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/29/12	11/04/12	MTWTF--	2	$2,500.00	0.00							
E 14	8	11/05/12	11/05/12	Ellen Ellen	CM	3-4p	M------	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
		ELLEN												

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 14	8	11/05/12	11/05/12	Ellen Ellen	CM	3-4p	M------	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
ELLEN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 11/05/12		11/11/12		M------	1	$2,500.00	0.00							
E 15	8	10/29/12	11/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	2	$2,500.00	LV1	0.00 NM	2	$5,000.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12		11/04/12		MTWTF--	2	$2,500.00	0.00							
E 16	8	11/05/12	11/05/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	M------	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 11/05/12		11/11/12		M------	1	$2,500.00	0.00							
E 17	8	10/29/12	11/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	4	$3,000.00	LV1	0.00 NM	4	$12,000.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12		11/04/12		MTWTF--	4	$3,000.00	0.00							
E 18	8	11/05/12	11/05/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	M------	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 11/05/12		11/11/12		M------	1	$3,000.00	0.00							
E 19	8	10/29/12	11/02/12	630-7p Inside Edition Inside Edition	CM	630-7p	MTWTF--	:30	1	$5,500.00	LV1	0.00 NM	1	$5,500.00
INSIDE ED														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12		11/04/12		MTWTF--	1	$5,500.00	0.00							
E 20	8	11/05/12	11/05/12	630-7p Inside Edition Inside Edition	CM	630-7p	M------	:30	1	$5,500.00	LV1	0.00 NM	1	$5,500.00
INSIDE ED														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 11/05/12		11/11/12		M------	1	$5,500.00	0.00							
E 21	8	10/29/12	11/02/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	5	$5,000.00	LV1	0.00 NM	5	$25,000.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12		11/04/12		MTWTF--	5	$5,000.00	0.00							
E 22	8	11/05/12	11/05/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	M------	:30	1	$5,000.00	LV1	0.00 NM	1	$5,000.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 11/05/12		11/11/12		M------	1	$5,000.00	0.00							
E 23	8	10/29/12	11/02/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)	MTWTF--	:30	3	$2,000.00	LV1	0.00 NM	3	$6,000.00
LETTERMAN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12		11/04/12		MTWTF--	3	$2,000.00	0.00							
E 24	8	11/05/12	11/05/12	Letterman Letterman	CM	1135p-1237a	M------	:30	1	$2,000.00	LV1	0.00 NM	1	$2,000.00
LETTERMAN														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 11/05/12		11/11/12		M------	1	$2,000.00	0.00							
E 25	8	11/03/12	11/04/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P	-----SS	:30	1	$2,500.00	LV1	0.00 NM	1	$2,500.00
NEWS														
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating							
Week: 10/29/12		11/04/12		-----SS	1	$2,500.00	0.00							
E 26	8	11/04/12	11/04/12		CM	8 News Now Sun A	------S	:30	1	$1,500.00	LV1	0.00 NM	1	$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				8 News Now Sun AM #2										
				8 News Now Sun AM #2										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 10/29/12 11/04/12 ------S 1 $1,500.00 0.00										
E 27	8	11/04/12	11/04/12	8 News Now Sun 5-7p	CM	430-530p, 630-7p	------S	:30	1	$3,000.00	LV1	0.00 NM	1	$3,000.00
				8 News Now Sun		(5:00 PM-5:30 PM)								
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 10/29/12 11/04/12 ------S 1 $3,000.00 0.00										
E 28	8	11/04/12	11/04/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	------S	:30	1	$2,150.00	LV1	0.00 NM	1	$2,150.00
				Inside Edition Wknd										
				INSIDE ED										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 10/29/12 11/04/12 ------S 1 $2,150.00 0.00										
												Totals	56	$171,150.00